HACKNEY
SHOWROOM

“A staple in London’s creative scene, Hackney Showroom delivers spellbinding theatre alongside enriching community building, culminating in a unique excellence that is hard to match.”
Gay Times

MARKETING LEAD: JOB PACK

JOIN OUR TEAM!

Thank you for your interest in the role of Marketing Lead.

Founded in 2015, this year Hackney Showroom celebrates our tenth birthday and its a great time to join us.

Hackney Showroom is an award-winning theatre company and grassroots civic arts venue led by Sam Curtis Lindsay and Nina Lyndon. A home for experimental theatre, we work with innovative artists, offering them a rigorous approach to developing their practice and collaborating with them to change the landscape of tomorrow's theatre.

As producers of award-winning and critically acclaimed theatre shows, we tour work nationally and internationally, offering audiences a refreshing invitation to encounter live cultural experiences that address the problems and possibilities of our times. Recent productions include the Total Theatre Award winning *BURGERZ* by Travis Alabanza (pictured) and our latest show, the Offie Award winning *The Legends of Them* by Sutara Gayle AKA Lorna Gee (pictured over).

As well as theatre, we curate festivals and events in London and across the UK and in 2023 launched our new touring stage on wheels, the BOBBY DAZZLER.

Our venue on Kings Crescent Estate, Hackney creates the best conditions for artists and locals to flourish, with a year-round cultural community programme that forms bonds across our locale and an artist development programme that paves the way for artists to make astonishing and memorable work.

Our licensed venue is a fully accessible 2,000 sqft space with a large rehearsal and performance space, a smaller studio plus toilets and kitchen. It is available to hire for rehearsals, workshops, classes, performances, parties, weddings, pop-ups, film and photo shoots and private events.

Our core staff is a team of 6, made up of our Co-Artistic Directors, Senior Producer & General Manager, Venue & Hires Manager, Marketing Lead and Engagement Producer.

For more information on the company please visit hackneyshowroom.com

THE PURPOSE OF THE ROLE

Maximising audience and participation engagement is central to Hackney Showroom's mission.

With a diverse slate of original new artistic projects, this is an exciting time to join Hackney Showroom and we are seeking a persuasive and dynamic person with an original, irreverent voice to communicate with a wide range of audiences, communities and stakeholders.

In a year you'll typically be responsible for marketing: one new theatre production; one touring production; Bobby Dazzler touring (pictured); our year-round Cultural Community Programme (including a children's library, youth club, baby soft play disco, over 60's lunch club, annual street party and kids summer camp); and a mix of public-facing events and activites at our venue. You'll also work with our Venue & Hires Manager to promote our venue for a range of bookings, ranging from private parties to rehearsal hires.

This is a hands-on role and we are looking for someone to amplify our brand, grow our reach and design and deliver campaigns for all our shows, projects and business activities.

You will be someone that has a keen eye for design, your finger on the pulse of underground and alternative arts and culture scenes, an instinct for forming networks and a flair for using storytelling to paint a picture of our work to engage audiences. You're ahead of the curve as a content creator, with strong ideas for sharing content that is original, meaningful and fresh.

If you're excited about what you could bring to the role, we'd love to hear from you!

JOB DESCRIPTION

BRAND & PROFILE RAISING

- Manage the brand of Hackney Showroom and ensure our visual identity and values are clearly communicated and consistent across all our communication channels
- Conceive and deliver strategies to raise the profile of Hackney Showroom to strengthen our reputation, and increase our engagement with audiences, supporters, partners, stakeholders and press
- Act as lead contact for external press agency and/or devise and deliver press plans where this is managed in-house
- Seek out appropriate partners to co-promote and amplify our work

COMMUNICATIONS & CAMPAIGN MANAGEMENT

- Work alongside the Co-Directors, Venue & Hires Manager & Engagement Producer to create and deliver bespoke marketing campaigns working to KPI's for each project, production or activity
- Strategically manage marketing budgets and timelines and ensure campaigns are delivered on time and to budget
- Create engaging content for, manage and schedule our website, newsletters and social media channels, ensuring visual brand and voice consistency
- Conceive and deliver strategies to increase our mailing list subscribers, segment audiences and deliver targeted email campaigns
- Brief and manage our freelance designer for print and digital, as well as designing some assets in-house, ensuring adherence to brand guidelines and attention to detail
- Oversee print and distribution of our print materials
- Support the Co-Directors in engaging freelance photographers, filmmakers, publicists etc and manage relationships

SYSTEMS, DATA & COMPLIANCE

- Oversee our ticketing system and manage communications with bookers
- Collect and analyse engagement data and create monthly reports to inform and improve campaigns
- Ensure our activity is compliant with all relevant legislation

This job description is a guide to the nature of the work. It is not wholly comprehensive or restrictive and may be reviewed as required.

PERSONAL SPECIFICATION

ESSENTIAL SKILLS, ATTRIBUTES, EXPERIENCE & KNOWLEDGE

- Professional marketing experience in any sector
- Competency with email marketing software and ability to plan email campaigns and segment audiences
- Competency with Wordpress or equivalent
- Competency with social media management platforms
- Ability to use relevant analytics of data, reflect on insights and adapt future strategies accordingly
- Competent Photoshop/Indesign/Illustrator design skills
- Strong copywriting skills and the ability to capture and develop our tone of voice
- Excellent organisational skills with the ability to effectively prioritise
- Excellent interpersonal skills and the ability to communicate effectively in person and in writing with a wide range of people
- Excellent attention to detail
- A flair for sales and the art of persuasion
- A passion for and knowledge of contemporary theatre and live performance
- Flexible and responsive
- Innovative, solutions driven and lateral thinker

DESIRABLE SKILLS, ATTRIBUTES, EXPERIENCE & KNOWLEDGE

- Basic web coding skills
- Professional experience in theatre and/or arts marketing
- Professional experience in the performing arts sector

A TYPICAL DAY IN THE ROLE

You'll start the day looking through our social media accounts, sharing content, engaging or responding where relevant, then checking the marketing inbox and responding promptly to emails. Mid morning you'll catch up with the Engagement Producer about audience engagement plans for our upcoming UK theatre tour. Then some time spent updating the website and drafting a newsletter to promote venue hires. Time for lunch! Take a walk in Clissold Park or enjoy a communal meal with the Hackney Showroom team. In the afternoon you'll lead a meeting with our PR company to check in on progress with securing publicty for our latest announcement. Then a meeting with the Co Directors to brief them on your concept ideas for our lead image and trailer for our new show.

TERMS OF APPOINTMENT

CONTRACT	Permanent, 4 day a week
SALARY	£31,500 per year (gross), pro rata
LOCATION	Hackney Showroom
REPORT TO	Co-Directors
HOURS	Office hours are 10am-6pm, Monday to Friday. The building is open from 9am-10pm and this role will require occasional work outside hours.
PROBATION PERIOD	4 months
NOTICE PERIOD	2 week during probationary period, after which 2 months

ENTITLEMENT & BENEFITS

ANNUAL LEAVE	28 days per year including Bank Holidays, pro rata
ADDITIONAL HOLIDAY	Paid holiday during 2 weeks closure over Christmas and New Year
PENSION	5% employers contribution
HYBRID WORKING	3 days in the office, 1 day working from home
FLEXIBLE WORKING	Options for flexible/condensed hours
PROFESSIONAL DEVELOPMENT	£250 per year allowance
SELF CARE	£100 per year allowance
DOING GOOD	20 days paid leave for volunteering or activism, pro rata
TRAINING	£200 per annum training allowance
TICKETS	Free tickets to all Hackney Showroom shows

London Living Wage Employer

disability confident COMMITTED

ACCESS & INCLUSION

Hackney Showroom is committed to fostering an inclusive workplace culture. We are keen to receive job applications from those from working class backgrounds as well as those with protected characteristics currently under-represented in our workforce, particularly including Black & Global Majority and D/deaf & disabled applicants.

Hackney Showroom is signed up to the Disability Confident Scheme and f you meet the minimum criteria, we guarantee to see you for interview. Please clearly outline in your email if you would like to be considered under this scheme.

If you would like this pack in large print format, please email molly@hakneyshowroom.com

APPLICATION PROCESS

To apply for the post, please outline your interest in this role and in working for Hackney showroom by referring to the **JOB DESCRIPTION** and the **PERSONAL SPECIFICATION**. You can do this by text (max 2 pages), audio or video. Email your application alongside your CV to molly@hackneyshowroom.com

If you have any questions please or call the office on +44 (0) 203 095 9747 or email molly@hakneyshowroom.com

DEADLINE	Thursday 24th April, 5pm
INTERVIEWS	30th April & 1 May at Hackney Showroom
START DATE	As soon as possible